

NEW VOICES ... NEW IDEAS ... NEW PERSPECTIVES!

NENA Annual Meeting: February 3, 2012 Business Book Club Recommendations

Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself by *William C. Taylor*

The Comeback: How Innovation Will Restore the American Dream by *Gary Shapiro and Mark Cuban*

The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators by *Jeff Dyer, Hal Gregersen and Clayton M. Christensen*

The Little Big Things: 163 Ways to Pursue EXCELLENCE by *Thomas J. Peters*

The Other Side of Innovation: Solving the Execution Challenge by *Vijay Govindarajan and Chris Trimble*

Switch: How to Change Things When Change Is Hard by *Dan Heath, Chip Heath*

What Would Google Do? by *Jeff Jarvis*

The Myths of Innovation by *Scott Berkun*

Whatever You Think, Think the Opposite by *Paul Arden*

Seizing the White Space: Business Model Innovation for Growth and Renewal by *A. G. Lafley and Mark W. Johnson*

Steve Jobs by *Walter Isaacson*

Where Good Ideas Come From: The Natural History of Innovation by *Steven Johnson*

The Social Animal: The Hidden Sources of Love, Character, and Achievement by *David Brooks*

The M-Factor: Why the Millennial Generation is Rocking the Workplace by *Lynne C. Lancaster, David Stillman*

The Female Vision: Women's Real Power at Work by *Sally Helgesen, Julie Johnson, Marshall Goldsmith*

Groundswell: Winning in a World Transformed by Social Technologies by *Charlene Li, Josh Bernoff*

Free: The Future of a Radical Price by *Chris Anderson*

Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by *Chris Brogan, Julien Smith*

Here Comes Everybody: The Power of Organizing Without Organizations *by Clay Shirky*

Power Trip: A Journey Through Our Fossil-Fuel Past in Search of a Renewable Future *by Amanda Little*

Linchpin: Are You Indispensable? *by Seth Godin,*

Mojo: How to Get It, How to Keep It, How to Get It Back if You Lose It! *by Marshall Goldsmith, Mark Reiter*

Reviewers Needed

If you would like to volunteer to serve as a reviewer at NENA's annual meeting, please contact the NENA office via e-mail at info@NewEnglandNurseryAssociation.org or by phone at (508) 653-3112. Thank you!